

Helena Duppre



Service.UX.UI
Designer

With specialization and education in design and strategy, I bring over 10 years of experience in projects primarily centered around innovation, focusing on service design, user experience, and interface design. I believe that small changes can lead to significant innovations, particularly in user-centered design, unforgettable digital experiences, and the power of collaborative team deliveries.

Tools & Knowledge

Tools

Adobe Suite // Figma // Sketch
Zeplin // Invision // ProtoPie //
Microsoft Suite // Google Analytics
Survey Monkey //

Areas Of Study and Practice

People Management // Digital Transformation //
Design System // DesignOps // Web Accessibility //
Business Innovation // Strategic Design // Service Design
User Interface // User Experience

Language skills

Portuguese

writing / speaking / listening / reading
native

English

writing / speaking / listening / reading
advanced

Spanish

writing / speaking / listening / reading
intermediate

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Education

- June/2020 to June/2021
● **MBA - UX Design & Strategy**
FIAP, Brazil
- June/2015 to June/2018
● **Graduation - Digital & Graphic Design**
Istituto Europeo di Design - IED São Paulo, Brazil
August/2014
- **Summer course - Digital Graphic Design**
University of the Arts London, England
January/2012 to May/2015
- **Graduation - Publicity and Advertising**
Pontifícia Universidade Católica de São Paulo, Brazil

Awards & Honors

"Faz Acontecer" Genial Award (2020)

Performance recognition

13ª Bienal de Design Gráfico Brasileira (2019)

Project selected in the Service Design category

Zupi Awards, International Design Award (2015)

Top 10 in category "Logos and visual identity"

Trajectory (most relevant)

Signify Company

oct 2021 until now

Designer Lead

Manager

Fliper I XP Inc.

dec 2020 - oct 2021

UX/UI Designer & Ops

Senior Analyst

Genial Investimentos

june 2019 - dec 2020

UX/UI Designer

Senior Analyst

Planner Corretora

june 2018 - june 2019

Marketing Analyst,

focus on UI and Innovation

Analyst

Itaú Unibanco //

InovaçãoWMS

january 2014 - january 2015

Digital & Graphic Designer

Intern

portfolio

Read the QRCode or go to my
website helenaduppre.com.br

